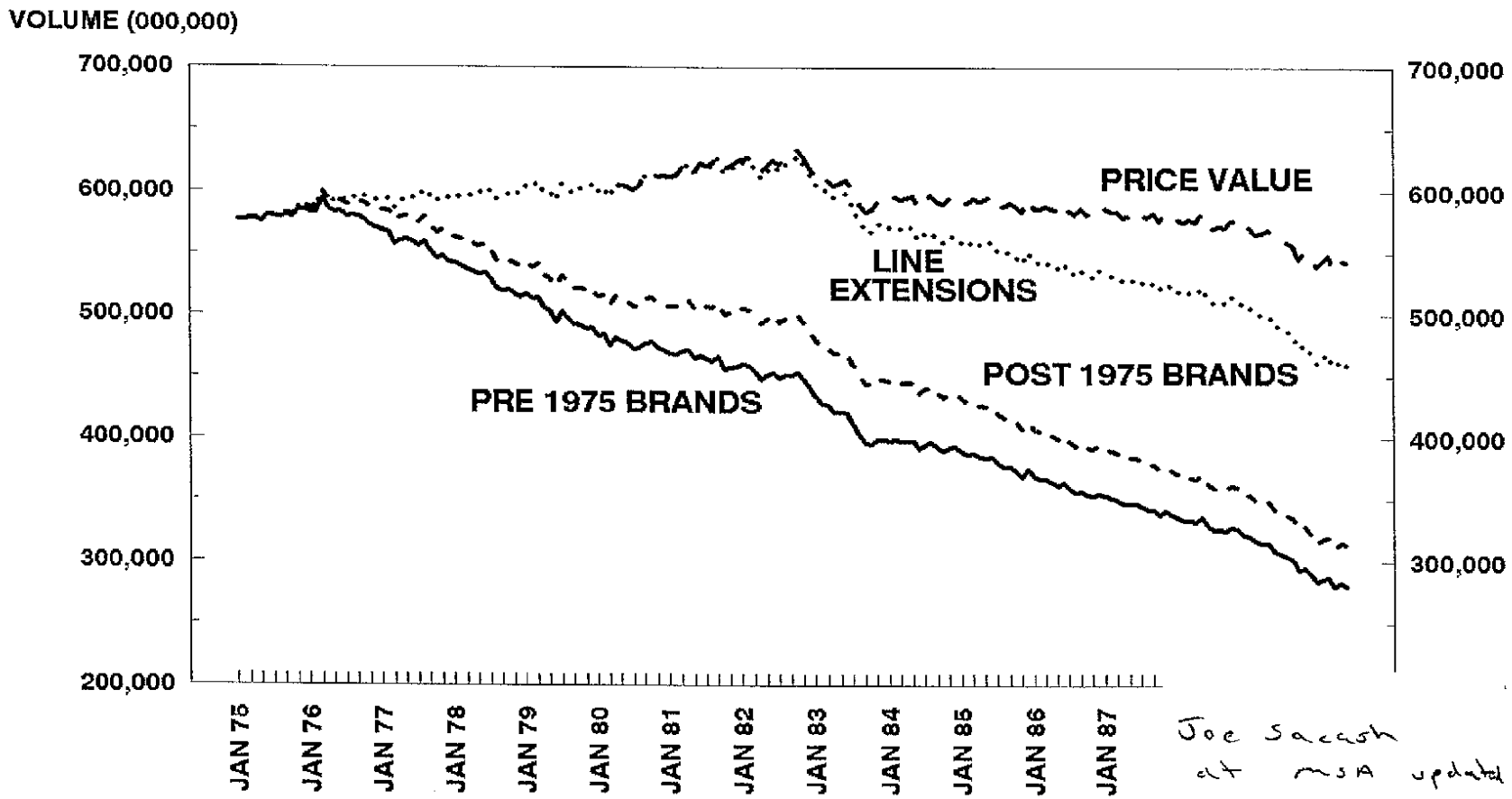
STRENGTH OF PRE-1975 BRANDS AND THEIR LINE EXTENSIONS

12MM VOLUME (000,000)

TOTAL U.S.



Source: MSA

Joe Saccoh at MSA updated 7/90

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Source: https://www.industrydocuments.ucsf.edu/docs/jhgn0004